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June 10, 2019

**VIA EMAIL:** [bernstein.chambers@nysb.uscourts.gov](mailto:bernstein.chambers@nysb.uscourts.gov)

The Honorable Stuart M. Bernstein  
United States Bankruptcy Judge  
United States Bankruptcy Court for the  
Southern District of New York  
One Bowling Green  
New York, New York 10004

Re: In re Sizmek Inc., et al., Case No. 19-10971 (SMB)

Dear Judge Bernstein,

This firm represents Sizmek Inc. and certain of its affiliates (collectively, the “Debtors”) in the above-referenced jointly administered chapter 11 cases.

On June 3, 2019, we filed *Debtors’ Motion for an Order Authorizing and Approving a Private Sale of Debtor Seller’s Portion of the Adserver Business Free and Clear of All Liens, Claims, Encumbrances, and Other Interests, and Granting Related Relief* [Docket No. 210] (the “Motion”), which attached as Exhibit B, a Cure Notice (the “Cure Notice”). On June 3, 2019, the Debtors served the Cure Notice on the counterparties to the Assumed Contracts, listed on Exhibit A to the Cure Notice. The objection deadline for the Cure Notice is seven calendar days after receiving the Cure Notice, or June 10, 2019. Counsel to Hewlett-Packard Financial Services Co. (“HP”) has requested a brief extension to that objection deadline. We write to request an extension of HP’s deadline to object to the Cure Notice from June 10, 2019, to June 14, 2019, at 4:00 p.m. The Debtors consent to the requested extension.

Similarly, counsel to: (1) Group M Worldwide, LLC; (2) GroupM Asia Pacific Holdings Ltd.; (3) GroupM Pty Ltd. (Australia); (4) GroupM Latin America (5) GroupM Publicidad Worldwide, S.A.; (6) GroupM Srl; (7) Mediacom Holdings Ltd.; (8) Xaxis; (9) Mindshare UK Ltd.; (10) Mindshare Media UK Ltd; (11) Mindshare Medya Hizmetleri A.S.; (12) Group LATAM; (13) Grey New York; (14) Maxus NY (MailOnline); (15) Wavemaker (f/k/a Media Edge CIA LLC); (16) Ikon Communications Pty Ltd (Australia); and (17) Ikon AUS (STW Group Limited) (collectively, the “GroupM Companies”) has requested a brief extension to that objection deadline. We write to request an extension of the GroupM Companies’ deadline to object to the Cure Notice from June 10, 2019, to June 14, 2019, at 4:00 p.m. The Debtors consent to the requested extension.

Granted  
GMB  
6/10/19



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If you have any questions, do not hesitate to contact us at any time.

Respectfully Submitted,

A handwritten signature in black ink, appearing to read "CG".

Cindi M. Giglio

cc (by email): Jill B. Bienstock, Esq. (counsel to HP)  
Massimo Giugliano, Esq. (counsel to GroupM Companies)